# CHAPTER 1

# Introduction

**1.1 Background of the Study**

Tourism is the act of traveling within our own country, or to an international destination, for either the purposes of business or pleasure. For decades tourism industry growth has been a major contributor to increased economic activity throughout Indonesia and the world, it has created jobs in both large and small communities and is a major industry in many places. It is dominant economic activity in some communities. Many nations rely on this dynamic industry as a primary source for employment, private sector growth, and infrastructure development.

In this digital era, greater attention has been given to the development on tourism through such approaches and this has been applied by most countries in the world, which in turn has encouraged the development of the tourism sector. Another important factor that usually found in tourism is language since it is had the most influence in tourism industry, language of tourism gives detail portrayal of the potential tourism destination in which attempts to persuade, attract, encourage and lure the potential tourist to be an actual tourist.

Tourism activity is part of tourism industry, tourist attraction and tourist destination are also the most important element in tourism. There are many kind of tourist destination and tourist object which we can find on the world, each area of those tourist destination must have their own uniqueness to attract visitors, also it will be more interesting in the eyes of local tourist or even foreign tourist as well.

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As we all know Indonesia has many potential in tourism, Indonesia has hundreds of many beautiful island also hundreds of many unique traditional cultures,

According to Pitana (2009:126) said that, a destination is a place visited with a significant time during a person's trip compared to other places that are traveled during a person's trip. In this case the writer chooses ecotourism Sari Ater Resort to used as a place for this research, Sari Ater Resort is known for their signature hot spring water and beautiful scenery that surrounded the area which made it the most popular destination among the local tourist. We can also find another historical sites and the beauty of its natural tea gardens. In additions, Sari Ater Resort has a function as therapy place and recreation area.

In the explanation above, the potential of tourist destination must be utilized as well as possible. Many people or organization used resources for many kinds of tourism activity. For example, panorama or nature as a tourist destination (natural resources), historical destination (cultural resources), facility and tools (physical resources), and languages. The awareness to a tourist destination should be attention by the people to increase tourism developing in order to make a good image for each area even for the country. In this case, a resource is the important thing in tourism in order to fulfill necessary and human satisfaction.

Pitana (2009:68) also said, in the context of tourism, a resource is defined as something that has the potential to be developed to support tourism either directly or indirectly. Related resources are natural resources, cultural resources, special interest resources, and human resources.

According to Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Meanwhile, according to Buchory and Saladin in Aris Jatmika Diyatma (2017) promotion is one of the elements in the company's marketing mix that is utilized to inform, persuade, and remind about the company's products.

Based on the explanation above, it can be concluded that promotion is a very important activity in marketing a product or service in order to attract costumer to buy the product, promotional activities must be designed as interesting as possible and the information conveyed must be easy. Understood by the public so that people who read it can be interested and easy to understand

Sari Ater Hot Spring Resort or better known as Ciater hot springs is located in the mountainous area of Subang, at the foot of Mount Tangkubanparahu, precisely in Ciater Village, Ciater District, Subang Regency. This tourist attraction is one of the most popular tourist attractions in Indonesia, tourists who come from various parts of Indonesia and abroad enjoy hot springs originating from the active crater of Mount Tangkubanparahu which is not far from the Sari Ater tourist attraction, hot springs are served. In the form of pools and bathing rooms with unique designs, which are scattered along several locations of Sari Ater tourist attraction.

During the COVID-19 pandemic, the number of tourist visits to the Sari Ater Subang Tourism Object decreased by 90 percent, from the total visits before the corona virus. Public Relations Manager of PT Sari Ater Hot Springs Resort Iwan Herdiawan confirmed the decline in the number of visitors to the Sari Ater Hot Springs Resort tourism object which is the prima donna of domestic and foreign tourists. From the data above, the COVID-19 pandemic has greatly impacted the number of tourist visits to the Sari Ater Hot Springs Tourism Object, the number of which has decreased very sharply reaching 90%, so a promotional tool is needed to reintroduce Sari Ater Hot Springs Resort. Especially to foreign countries. During this pandemic, foreign tourists are prohibited from entering Indonesia, so it is feared that foreign tourists will seek alternative tours to neighboring countries. When talking about promotions abroad, it cannot be separated from the use of English.

According to explanation above, the writer interested to make a research about the role of English language on promoting Sari Ater Resort Subang. Thus, the writer decided to take ***“The Role of English Language on promoting the Sari Ater as a tourist destination in Subang District”*** as her research paper title.

**1.2 Identification of the Problem**

As mentioned earlier, the speaking skill of the Sari Ater Resort staff were low, the problem was affected by some factors such as the staff themselves.

The first factor was the staff. The staff thought that speaking English was difficult. They hesitated to express their ideas and were also shy to speak they are feared about judgment that came from the guests also the staff lacked confidence to speak because they were terrified of making mistakes. Therefore, they preferred to be silent and not fully participate in the activities whenever the foreign guests came they always brought on another staff which fluent in English to serve them even though it could be an opportunity to practice their English more. In addition, the staff still had difficulties in pronunciation and lacked vocabulary mastery. They often mispronounced some English words. To be able to speak, instead of pronunciation the richness of vocabulary was also important. Most staff just relied on someone by asking them directly about the meaning of some English words.

In relation to the speaking and learning process. The problems were laid on the activities and speaking practice. The staff were afraid to speak due to their fear about judgment that came from the guests and their colleagues whether it could be about their pronunciation, fluency and grammar. It is such an unfortunate whenever the foreign guests came, the staff saw them not as the opportunity to practice their English but as something they are terrified of. As the consequences, the limited speaking activities and practice lead to the low speaking abilities among the staff.

**1.3 Limitation of the problem**

According to problem that the writer mentioned above, the limitation of the problems will be focused to the media that are used by the management in promoting their company.

**1.4** **Research Question**

The research is about the potential Sari Ater Resort as one of tourist attraction in Subang. The problem will discuss as follow:

1. What kind of media are used by Sari Ater resort to promote their company?
2. How significant is English language which is used in Sari Ater Resort?
3. How is English language which is used on the promoting method in order to increase visitors in Sari Ater Resort?

**1.5 Objectives of the Research**

In this study the writer has purposes on conducting this research in order to make it appropriate with the writer research. The purposes are:

1. To know how English is used in order to promote the Sari Ater Hot Springs

Resort as a tourist destination.

1. To know what kind of promotion media that Sari Ater Hot Springs Resort used
2. To know the criteria of promotion method that has been used by the Sari

Ater Hot Springs Resort.

**1.6** **Significances of the Research**

Theoretically the writer expects to:

1. Improving our knowledge about the English language usage as a communicative language, especially in the tourism field.
2. Providing some informative improve to conduct other observation in the same field.

Besides theoretically the writer expects to give the other benefit in the practice. Those are some benefits which can be earn as a practical:

1. Improving the practitioner skills in using English as a communicative language.
2. Improving the practitioner confidence in using English as a communicative language.